

ABSTRACT OF DISCLOSURE

Method and apparatuses for broadcasting and receiving a programme are presented. A programme is broadcast from a broadcasting system. Broadcast programme-associated data is transferred from a server to a cellular radio network. The broadcast programme-associated data is transmitted from a base station of the cellular radio network at a specific frequency defined for the cellular radio network in such a manner that the transmission of the broadcast programme-associated data is synchronized with the broadcasting of the programme. The programme and the broadcast programme-associated data is received with a subscriber terminal of the cellular radio network in such a manner that a programme receiver of the subscriber terminal receives from the broadcasting path of the broadcasting system the programme and a cellular radio network transceiver of the subscriber terminal receives the broadcast programme-associated data at a specific frequency.